

## ABSTRACT OF THE DISCLOSURE

A printer has a print head including a plurality of dot formation element groups for forming dots of different inks where the plurality of dot formation element groups are arrayed in a prescribed order in the sub-scanning direction. The dot formation elements of each group are arranged at an identical pitch  $k$  in the sub-scanning direction. The pitch  $k$  is set at an integer multiple value that is at least two times a pitch of dots formed on the print medium in the sub-scanning direction. Dot forming is executed while using a mutually equal number  $N$  of dot formation elements of each group arrayed at the pitch  $k$  where  $N$  is an integer of at least 2. The  $N$  dot formation elements of each group are selected so that a spacing between the groups of the  $N$  dot formation elements is  $M$  times the pitch  $k$  where  $M$  is an integer of at least 2.